

Oct. 6, 2009 (#423)

Alan Watt "Cutting Through The Matrix" LIVE on RBN:

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Total World Domination Awaiting Coronation:

"All the World's a Stage and We Passive Observers,
'Tween Fun and Fear and Trivia Queer, Sometimes They Unnerve Us,
Leaders Picked Years Ago with Overt or Covert Roles,
Trained from Youth, Sworn Forsooth, Deep-Cover to Their Goals,
These Goals were Published Years Ago in Mandate of U.N.,
They Never Falter Toward Their Altar, Straight yet Swerving Now and
Then,
Apparently We're Naughty, yet Trainable Little Animals,
They Need to Manage Each Little Savage or We'd All Revert to Cannibals,
Leaders Masters of Deception, Some Leak Out Truth in Jest,
Behind Their Leer is Always the Sneer of Elitists Who Know Best"

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cuttingthroughthematrix.com

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European site includes all audios & downloadable TRANSCRIPTS in European
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Hi folks. I am Alan Watt and this is Cutting Through The Matrix on October 6th
2009. For newcomers, you should look into cuttingthroughthematrix.com web
site. You'll find hundred of hours of talks I've given in the past where I try - along

with the usual media that stuff that's dished out to us all - I try to piece together some semblance of a reality and show you how the world is GUIDED and PLANNED. The future is always guided and planned by a very rich combo of people who have worked in this for an awful long time, long before we were born. I try to show you, *from their own writings*, where they're going with it all. It's not a happy planet. It's not a happy utopia. It's going to be a hell on earth. We see it manifesting now where not only are they beginning with the total information network, total surveillance on everybody, but they plan eventually to condition us scientifically in such a way that we can have NO IDEA OR CONCEPT OF PERSONAL INDIVIDUALITY AT ALL. That's in their own writings... at the top... either through pharma use or even cloning us. That's where it will go VIA authorities, health authorities, mental health authorities, and even authorities to decide eventually who can breed with whom. That's all on the cards. That's basically the road that's planned.

Remember too, on the front page of my web site, you can take a look at the other sites I have up there, bookmark them for future use because sometimes the main ones go down. This way you'll get the latest downloads if you have these alternate sites. [Sites listed above.] alanwattsentientsentinel.eu is the European site. It has the same audios as the rest but it also had the addition of transcripts for download and print up written in the various languages of Europe, of quite a lot of the talks that I've given, not all of them yet.

YOU bring me to you, the listeners. I try to be different from other show hosts out there. I'm definitely different. I'm not backed by anybody. I'm not out for a career. It's up to you to keep me going. It does cost money and believe you me, it's 7 days a week to do just what I'm doing here to get this information out to people. It is working because I get so much feedback from lots of people who stop blaming themselves for not fitting in. They realize that society itself is literally not just sick but made scientifically so. The problem with them is they don't fit in and it's because they are more AWAKE than other people. They see through the scams. So you can always support me by donating or buy that which I have for sale on the web sites. There are books, CDs, DVDs. Or you can donate as well. [Options listed at top and bottom of transcript.] Some people just write to me. They get the disks passed to them to play on their CDs. They don't want computers. I don't blame them. It's a short-lived event as far as I'm concerned. I'll be talking more about that tonight and what its real purpose is. You can write to me at [address above].

This new world order is nothing really new for the big boys on the inside. They have published books for an awful long time about the coming world order. Before World War I they were writing about it - the big boys, the wealthy ones - and academia was writing about it and about the kind of society they'd bring in. Lo and behold, they are right on time. They said it would take until the beginning of the millennium to change it. Here we are, the Century of Change. Back with more on this topic after this break.

Hi folks. I am Alan Watt and this is Cutting Through The Matrix, just mentioning that this plan that we're all living through - we're living through a plan, an agenda - that's pooh-poohed of course by professionals put out there to pooh-pooh it. That's their job. In fact, they just started up a professional debunker organization in Britain. The same group really, that started off the Great Randy. They went

after all people that went into the paranormal and so on. Now they've got funding coming in to go after what they call 'conspiracy crazies' and that type of thing to try and get people to accept the 'accepted view' of events as they unfold. The accepted view, the POLITICALLY CORRECT VIEW in other words. So there's nothing new in this war.

The war has been going on since before we were born, before your parents or grandparents were born, long before all of them. It's been going on for a long, long time. A world where you must create TOTAL CHAOS in order to bring out a new order; that means the destruction of ALL *national values, cultural values, family values* and so on... eradication of them all and to rebuild society. A society that can never go back TO those old values because they'll be UNable to bond with anybody else. Quite simple. If you create massive promiscuity, especially introduce it very young in school, then they know through experimentation - through private, experimental schools like Bertrand Russell ran - that the likelihood of bonding later in life is very slim, almost NULL all together and therefore, there is no family. That fits into depopulation controlled society which is only PART of the ways towards a REMADE society where, like the movie **Gattaca**, they'll be two classes of people for a *period* until the old type dies off. Where genetically enhanced types will predominate and get the best jobs. The underclass will go under. They'll stop breeding and then they'll go onto the next stage of creating better slaves... or politically correct slaves, slaves that can not think of themselves as DISTINCT INDIVIDUAL HUMAN BEINGS. More like the HIVE mentality.

These are the words that came out of a meeting they first had in 2001, hosted by Newt Gingrich and his World Science Society on bio chips and eugenics. That's what they said; the world would be more like a hive where the individual will hear their thoughts passing through their mind from a centralized computer going to them and those around them... this whispering sound... exactly like they showed you in the Star Trek movies. They said it would be a hive and individuality would be something which COULDN'T BE COMPREHENDED BY ANY COMPONENT OF THAT HIVE. That's where we're going.

We go through routines for war as we prepare to take down the last few countries - from within generally, if possible and with using force if not. The same routines are used over and over again. We had the routine with the last Bush regime where they targeted first of all Afghanistan. Then the press got them to change their sites to Iraq. Then we razed that to the ground, at least their infrastructure for survival... starved probably a million of them to death in the process, which is okay according to Madeline Albright who's now been appointed to NATO as an advisor. I guess that's her speciality, starving people to death.

You find that the same technique will be used over and over. They DEMONIZE the enemy. They accuse them of all things which they are not doing and regardless of the information coming out from other sources, it's completely denied because they WANT to invade. We even heard Bush - I put the link up there - where you'll see Bush actually saying that they're giving Saddam, I think it was 2 days to get out of town. Right from the westerns. He belonged to the New American Century group. The head of that group loved **Gunsmoke** apparently. The black hats and the white hats, it was that simple to him. That was Leo Strauss. He actually was a Nazi although he was Jewish. He came over to the US to teach this same kind of

eugenics program to followers. That was his role. He advised Rumsfeld and so on. They were students of his. They loved the **Gunsmoke** thing so they wanted Bush to give this speech and he did. He says, 'I'm giving Saddam 2 days to get out of town', just like that... just like the westerns. We all know what happened from then.

Now of course, they've got a new face in. I always say the same thing, 'New day, new boss, same shit.' Why change the formula when it works so well. Plato said it. When a formula works on the public, if you know how to introduce it in the same sequence, it will work again; it doesn't matter if it was a thousand years before, right up to the present you can always use it again. That's what they're doing.

Here's an article from Asia Times Online.

THE ROVING EYE

It's bomb, bomb, bomb Iran time

By Pepe Escobar / Asia Times Online - Middle East / Oct 1, 2009

The United States and Western "bomb, bomb, bomb Iran" crowd - hysteria running at fever pitch ahead of Thursday's multilateral nuclear talks in Geneva - could do worse than have a word with Brazilian President Luis Inacio Lula da Silva.

Lula actually talked to Iranian President Mahmud Ahmadinejad face-to-face for over an hour on the sidelines of the United Nations General Assembly last week. He invited Ahmadinejad to visit Brazil in November. About the meeting, he went straight to the point, "What I wish for Iran is what I always wanted for Brazil - a peaceful, civilian nuclear program." (*Alan: It amazing too, the average person, they always think of weaponry because it has been forced into their minds over that last few years. Most countries have been putting in nuclear power stations. That's the main power that they have. Canada has been one of the greatest proponents for this, making the Candu Reactor and selling them all across the world.*)

Lula is an island of common sense in an ocean of hysteria. French President Nicolas Sarkozy publicly gave a December deadline for Iran not to make a "tragic mistake", as in provoking Armageddon. Italian Foreign Minister Franco Frattini reiterated the Group of Eight was giving Iran only three more months. (*A: It's almost like... 3 more months to get out of town, right.*)

United States President Barack Obama - now running three wars (Iraq and the AfPak (*A: Afghanistan, Pakistan*) combo) - demanded that Iran (which is not at war with anybody) demonstrate "its peaceful intentions or be held accountable to international standards and international law".

Israeli Prime Minister Benjamin "Bibi" Netanyahu (*A: It's amazing. I remember when he had 3 different names in the US before he went over there. The CIA covered up his past. That also came out in the press. So he worked for the CIA because all the CIA and the Mossad and MI-6 and all the rest of them are all ONE BIG CONGLOMERATE.*) announced to the UN, "the

greatest threat facing the world today is the marriage between religious fundamentalism (A: *What a hypocrite.*) and the weapons of mass destruction". Impervious to irony, Netanyahu obviously forgot that Iran - like Iraq in 2003 - has no weapons of mass destruction (WMDs), according to the International Atomic Energy Agency (IAEA). (A: *Remember that. They sent them into Iraq. They went in it umpteen times. They kept coming back and saying there are no weapons of mass destruction. Then Bush says, we don't believe it, we're going in anyway, because the intent was to go in regardless. So they're using the same technique here.*) Israel not only has WMDs, but still refuses to sign the nuclear Non-Proliferation Treaty (NPT) or allow its weapons to be inspected, as Turkish Prime Minister Recep Tayyip Erdogan rushed to clarify. As for religious fundamentalism, Zionism is more than a match to Iran's Shi'itism.

As if this was not hysteria enough, leaks in Britain revealed that the head of M-I6 Sir John Scarlett and the head of Mossad Meir Dagan may have established that Saudi Arabia is ready **to allow Israel to bomb Iran.** The House of Saud remained mute. But not the Iranian Revolutionary Guards Corps (IRGC) - which de facto controls Iran's missile program. They successfully tested long-range Shahab-3 and Sajjil solid-fuel missiles with a maximum range of 2,000 kilometers. Ergo, even more hysteria. (A: *Now, these are not nuclear warheads.*)

General Hoseyn Salami, commander of IRGC's air force, told the IRINN TV network that Iran had a firm "no first strike" policy in terms of a missile war with Israel, and defended the tests as linked to the approaching anniversary of the 1980 Iraqi attack on Iran - the beginning of a horrible eight-year war that killed at least 250,000 Iranians. (The US, by the way, supported in that war a character who later personified the "new Hitler" (A: *That's what they called him.*), Saddam Hussein.) (A: *It was Rumsfeld, by the way, and the video is up there where Rumsfeld was an envoy from the US to give all the arms and the gasses and so on to the other side. Actually, they supplied both sides.*)

Now compare all this to the Western reaction to what's happening this Thursday in Beijing on China's National Day parade for the 60th anniversary of the founding of the People's Republic of China; an array of two types of surface-to-surface conventional missiles, a new land-based cruise missile, surface-to-surface intermediate and long-range missiles that could carry nuclear warheads, and nuclear intercontinental missiles will all be shown off in an asphalt catwalk. Not a peep from the West. It's as if this was part of Beijing Fashion Week.

A non-secret secret

The all-out hysteria reaches ludicrous overtones when it comes to the disinformation campaign around the now iconic Iranian back-up nuclear enrichment plant, built at the base of a mountain inside an ultra-protected underground facility controlled by the IRGC some 30 kilometers northeast of the holy city of Qom. The plant was built with heavily reinforced concrete and is about the size of a football field, enough to hold 3,000 uranium-refining centrifuges.

The site was duly reported by Tehran in a letter to the IAEA, according to the rules this is done six months before a site becomes operational. (A: *So they followed the guidelines.*) Iranian Vice President Ali Akbar Salehi, also the head of Iran's nuclear program, has stressed there was never anything "secret" about the plant; and justified its construction because of "threats" against Iran. (A: *Back with more after this break.*)

Hi folks. I'm Alan Watt. We're Cutting Through The Matrix. You know Shakespeare said 'All the world is a stage and we are but the players.' He was talking, really, about his own class. He was also performing to royalty and advisers, etc. So to them, the world was a stage. We have the terms that go into warfare, the 'theater' of war. All that kind of terminology came from this different view of looking at the world. It's amazing too, how people pooh-pooh conspiracies *when history is nothing but one conspiracy after another*. Even the conspiracy to go to war with countries and take countries down and even subvert them, that's called CONSPIRACY. You have mainstream news articles admitting that Bush signed the agreement, I'm sure it's been ratified by Obama because it's the same agenda. They said they would go into all the countries over there and take them down from within using 'soft power', financing non-governmental organizations to go in, recruit, train in universities to get more members in; start demanding from within, with protests and that type of stuff. THIS IS CALLED CONSPIRACY. But they always use different terms when they promote it themselves. That's what's interesting. It's HOW you see something. So to try and discount the fact there are conspiracies in the world is ridiculous, absolutely ridiculous.

The United Nations was set up as a FRONT group to begin with definitely with a conspiracy baking it, a secret society that Carroll Quigley was the historian for. He says it was a secret society run on the Jesuit type principles. They took their techniques. They took the Freemasonic techniques and they said they should KEEP IT SECRET. They put this front in, this organization that would become a WORLD POWER eventually. Again, we know the world power is to do with literally giving us a whole new world culture, a form of society where we'll simply obey all authority, MASSES OF AUTHORITY. That's conspiracy.

You wonder too when they give you something, some information in the press that *might* be true, they also spin it to leave you with a conclusion that *becomes* your conclusion. This article is from The Telegraph. They make it even more amazing in Iran and maybe not so amazing after all.

Mahmoud Ahmadinejad revealed to have Jewish past

(A: *So right away it's giving you your premise and your conclusion, rather than say he's Jewish.*)

Mahmoud Ahmadinejad's vitriolic attacks on the Jewish world hide an astonishing secret, evidence uncovered by The Daily Telegraph shows.

By Damien McElroy and Ahmad Vahdat / 3 Oct 2009

Ahmadinejad showing papers during election. It shows that his family's previous name was Jewish.

A photograph of the Iranian president holding up his identity card during elections in March 2008 clearly shows his family has Jewish roots.

A close-up of the document reveals he was previously known as Sabourjian - a Jewish name meaning cloth weaver.

The short note scrawled on the card suggests his family changed its name to Ahmadinejad when they converted to embrace Islam after his birth.

The Sabourjians traditionally hail from Aradan, Mr Ahmadinejad's birthplace, and the name derives from "weaver of the Sabour", the name for the Jewish Tallit shawl in Persia. The name is even on the list of reserved names for Iranian Jews compiled by Iran's Ministry of the Interior.

Experts last night suggested Mr Ahmadinejad's track record for hate-filled attacks on Jews could be an overcompensation to hide his past. *(A: They used the same thing with Hitler. That was a big theory at the time. And it's true that when they were destroying all traces, etc of a Jewish past that even the graveyard where he was brought up and raised was demolished and it was often thought that he himself was Jewish. We'll never truly know. There's plenty of evidence to both sides actually. So it's a toss up. But here you are. They're giving you a premise here.)*

Ali Nourizadeh, of the Centre for Arab and Iranian Studies, said: "This aspect of Mr Ahmadinejad's background explains a lot about him.

"Every family that converts into a different religion takes a new identity by condemning their old faith.

"By making anti-Israeli statements he is trying to shed any suspicions about his Jewish connections. He feels vulnerable in a radical Shia society."

A London-based expert on Iranian Jewry said that "jian" ending to the name specifically showed the family had been practising Jews.

"He has changed his name for religious reasons, or at least his parents had," said the Iranian-born Jew living in London. "Sabourjian is well known Jewish name in Iran."

A spokesman for the Israeli embassy in London said it would not be drawn on Mr Ahmadinejad's background. "It's not something we'd talk about," said Ron Gidor, a spokesman.

The Iranian leader has not denied his name was changed when his family moved to Tehran in the 1950s. But he has never revealed what it was change from or directly addressed the reason for the switch.

Relatives have previously said a mixture of religious reasons and economic pressures forced his blacksmith father Ahmad to change when Mr Ahmadinejad was aged four. *(A: That means he had already basically gone through the different stages of Judaism already, which means that he's still Jewish technically.)*

So here you are, the reason he's going to slam every other country, especially Israel, is because he's got the psychological, Freudian thing of just turning against

it, according to them here.

I can remember reading history books about - not conspiracy books but history books authorized and all that stuff by the big Oxford famous people. They were talking about Mr. Armand Hammer and the history of Armand Hammer. They gave his real name before it was changed. The father changed it because they were Jewish - the arm and hammer is the Soviet symbol for their flag, the arm and hammer - and how he was given up from his family at age 5, to go and get trained by the top Rabbi who was a communist leader of America at the time. Back with more after this break.

HI folks. I am Alan Watt and we're Cutting Through The Matrix, just showing you how the stage is all set. You know, the world stage, the theater, the grand theater and we're all simply watching it and we're to dependent upon the media to give us thoughts and opinions and all the rest of it and you can't ratify information. However, here they go with the disclosure now. Why now? I often wonder why now the Prime Minister of Iran was actually born as a Jew. The guy who's shaking his fist at Israel and they're shaking the fist back at him. The whole world is supposed to be all on edge in case something starts again. Is it some kind of pre-arranged drama? Is it a pre-arranged drama? It's always possible. It's always possible.

As I say, Armand Hammer was, with the consent of his father, taken away to train with the top communist for the United States and who was a Rabbi. At that time the Zionist movement was wide open with what it was up to and it did take young children and train them for their career as to what they would do. You just wonder is it still going on. Why not? Why would they stop it if it works so well? Armand Hammer, because they were all pro-communist/Soviet, he eventually had an apartment next to Lenin... right next door - such great buddies - and allowed to go back and forth his whole life to the Soviet and back and forth... this great multi-millionaire. Quite something. What is going on?

Is this a drama to set up what appears to be a REASON for bringing down Iran? As maybe 2 stages, the 2 leaders of the stages are set to fulfill their roles here? Everybody else suffers, but somebody wins. Something really stinks about it, stinks to high heaven. There's no doubt about it. Remember too, this world order is not going to be happy until EVERY culture is destroyed, annihilated and part of the family, the world family, the global village with the NEW culture, the IDENTICAL *new* culture world wide. Of course, the last few countries are being hammered right now. Or the last few will shortly BE hammered by the looks of it.

Always keep an open mind. Do your homework as best you can. Don't get pulled into people who just HATE. YOU CAN'T THINK CLEARLY IF YOU JUST HATE, you know. Even supposing a lot of it's true. We know the Zionist movement definitely is true. There's too much history written by the Zionists themselves. Einstein talked more about Zionism - and he called it Zionism, world Zionism - than he did about science. Zionists themselves don't have to go out hating people. If start hating, you would never get a good agenda forward. You would get tied up with anger and so on. Clear heads are with those who can write up an agenda and carry it off. Clear heads. Very much like Judo or Karate, you can't get angry at your opponent or you'll never beat him.

We're seeing these charades. These charades go on all the time. The charades from 9/11 to the fact that the whole world has now changed since 9/11, the ENTIRE PLANET. Which means that all the forces and all of the NGOs and all of the foundations, all of the departments of the UN WERE READY TO GO INTO ACTION. They were ALREADY trained *for generations* to do what they're going now. Right down to UNESCO's telling teachers now they should teach children to masturbate in schools and all that kind of stuff. You know, like communal masturbation time. That was all arranged. The TOTAL DESTRUCTION of the glue that held society together is ESSENTIAL to bring it the new order. Absolutely essential.

Last week I mentioned an article about how you arrive at your conclusions. I've read articles in the past by Bertrand Russell, Brzezinski and others from their own books. Julian Huxley, Aldous Huxley, all were saying the same thing that SHORTLY THE PUBLIC WILL COME TO CONCLUSIONS WITHOUT KNOWING THEY'VE BEEN GUIDED TO THEM. That's the beauty of giving you an opinion on something which *you'll actually argue and fight for*. You don't know how you arrive at it. It's scientifically designed.

Last week I read an article and it was from Stanford University from their Persuasive Technology Lab. PERSUASIVE TECHNOLOGY lab. Remember, Stanford is like the player of the CIA as all universities are but Stanford definitely in this area of getting consent from people. They did the labs, the test before on the prisons, artificial prisons and how people go into roles and how they take on those roles, etc. They've always been into changing BEHAVIOR. They were also into studies on how FAR people could be ORDERED to punish or hurt or even kill other people... with controlled studies.

So here they are now. They're going ahead with the next step. After I read it, within 12 hours it was pulled off the site. But I managed to get their OTHER site, their main site. It's under Captology. I'll read the first part first. The part that they pulled, it says...

Machines Designed to Change Humans

The Stanford Persuasive Technology Lab creates insight into how computing products — from websites to mobile phone software — can be designed to change what people believe and what they do.

Yes, this can be a scary topic: machines designed to influence human beliefs and behaviors. But there's good news. (A: *Now here's how hypocrites, again, in this fantastical occultic way that they do it.*) We believe that much like human persuaders, persuasive technologies can bring about positive changes (A: *So in other words, if it's for what THEY claim is positive change, then it's good. It's good to deceive people. See.*) in many domains, including health, business, safety, and education. We also believe that new advances in technology can help promote (A: *And he says...*) world peace in 30 years. (A: *Now, you'd better stop getting all fuzzy when you hear 'world peace' and go into the definitions and all the things that must happen to create what they call PEACE. It means THE ABSENCE OF ALL OPPOSITION. It means the absence of any alternate way of thinking about anything at all that's not authorized. That's what it means.*) With such positive ends in mind, we are creating a body of expertise in the design, theory, and analysis of persuasive

technologies, an area called “captology.” (A: *I guess that’s how they capture you, captology. The capstones at the top as well.*)

By arriving at this page, you’ve reached the main website for our research lab, directed by Dr. BJ Fogg. (A: *I guy that doesn’t see too clearly. That’s my little quip.*) On this site you’ll find an overview of captology, learn about examples, have access to captology resources, and be invited to receive our lab’s free newsletter. We also share some insights in our blog, Captology Notebook.

An overview of captology

Captology is the intersection [web site altered; ‘intersection’ now says ‘study’] of computers as persuasive technologies.

Captology is the intersection study of computers as persuasive technologies. This includes the design, research, and analysis of interactive computing products **created for the purpose of changing people’s attitudes or behaviors.**

As the graphic shows, captology describes the area where computing technology and persuasion overlap.

This area continues to grow quickly. Each week more computing products, including websites, are **designed to change what people think and do.** We expect this trend to continue, especially as mobile phones become more capable of running software from third parties and the Internet.

Captology (A: *That you’ve never heard about.*) is global
Beginning at Stanford in the 1990s, the study of persuasive technology is now a global area of research and design. In the early days, we were doing research, conducting classes, and organizing events at Stanford. But we did not organize the first global conference. We appreciate our colleagues at the Eindhoven University of Technology for organizing this in 2006: First International Conference on Persuasive Technology for Human Well-Being. Since then, the conference has been an annual event, bringing together researchers and practitioners from around the world:

-Stanford University hosted the 2007 International Conference on Persuasive Technology.

-Oulu University and Aalborg University hosted the 2008 International Conference on Persuasive Technology.

-Claremont College will host the 2009 International Conference on Persuasive Technology.

Learn more about persuasive technology

People often ask how they can learn more about captology. First of all, read the material on this website. After that, check out some of the items below:

- Read the book Persuasive Technology: Using Computers to Change What We

Think and Do.

- Read the book Mobile Persuasion, mentioned previously.
- See the website of BJ Fogg, who is our lab's founder and director.
- Sign up for the free newsletter from our lab.

(A: So they pulled that particular one off, but I'll put up a link to one of the main sites that they still have up there. They go on about it again by John W Shaffer. It says...)

Captology: The Study of Computers As Persuasive Technology

By John W. Shaffer

Captology is a made-up word meaning: the study of Computers As Persuasive Technology (CAPT-ology). B.J. Fogg is a professor at Stanford University and runs the Persuasive Technology Lab there. He was instrumental in developing the field of Captology. He said, "Simply put, a persuasive computer is an interactive technology **that changes a person's attitudes or behaviors.**"

(A: Now, when you scroll down on this link, you'll see what really captivated Mr. Fogg himself and the different things he noticed. TV obviously was used to alter behavior, absolutely, and the way we behave and personality. We actually COPY characters on TV. We copy their opinions, especially if you see them as a hero type. He also goes on about other things that have been used to alter behavior, especially in the young. He went on about a particular system that they used to influence young girls NOT to have children. You probably saw this on TV a few years ago. Every country got these masses of robot type dolls and young girls were given them as 'babies' that cry and they have to get up in the middle of the night and all that kind of stuff. Then they did surveys to see if they still wanted children and he was really impressed by one advocate of having children went through 4 or 5 days, packed it in and said she didn't want children anymore. If she did, it would be after the age of 30 and possibly not at all. So that's how you alter human behavior... by lying and deceiving them. You see, you can't bond with a bit of plastic. That wasn't a human being, but that doesn't matter. It achieved its ends didn't it? So he goes on about the different things that have been used on the public before. He talks about using the computer as a tool and he mentions Baby Think It Over. That was the program that was heavily promoted by the UN to put young girls off having children and he was impressed by its conclusions.)

Computer as tool: Realityworks, Inc. has many programs designed to influence behavior. One is the Baby Think It Over® Program (BTIO) designed to educate young people about parenting responsibilities. A main feature of this program is a life-like doll that simulates many infant needs. Participants are required to care for the dolls just as they would an actual baby. According to the mother of a 13 year old BTIO participant, "Before she had BTIO, she wanted a baby and couldn't wait to get old enough to have her own....Well, she had BTIO for 5 days and by the 4th day she was writing in her diary how

much she did not like the baby and that she was not going to have a baby until she was in her 30's if ever." That quote speaks strongly to the persuasive power of BTIO (Realityworks, 2004).

(A: He goes on about OTHER techniques as well.)

Computer as medium: The Century Council, a non-profit organization (A: *They're all over the place, this parallel government.*) that fights against drunk driving, has several CD-ROM based programs that attempt to discourage people from drinking and driving. These include Alcohol 101, targeting high school students, Alcohol 101 Plus, targeting college students, and the Blood Alcohol Educator, an interactive program that teaches adults how drinking affects their blood alcohol concentration. Alcohol 101 Plus is an award-winning interactive program set on a virtual campus. It targets students thought to be particularly at-risk such as Freshmen students and those in the Greek system. The program is used at hundreds of universities and colleges across the nation.

(A: Then he mentions all these techniques that are used on them as well and how they use them on students at university.)

Computer as social actor: Dole 5 A Day provides a very engaging web site including a chat room and an interactive program **targeting young children**. (A: *Everything is targeting young children. The Soviets said the same thing too. They'd either have to KILL OFF THE ELDERLY or separate the children if possible to REALLY bring up a generation UNCONTAMINATED with the values and culture of their parents. So they always bypass the ones that are alive and go right to the youth, the ones that are just starting their lives. Always for everything. That's UNESCO's purpose.*) The purpose of the interactive program is to encourage children to get their five to nine recommended servings of fruit and vegetables each day. (A: *That's a lot. I never see that as an adult. You can't afford it. But he talks about how it starts to work. On the web sites that are set up, even if they're not into fruit and vegetables, he says his own son even commented on that it's a cool web site. They understand how a child's mind is impressed. They get all these flashing things and things they identify with ON the site and that pulls them in to changing their behavior.*) It provides several areas from designing a 5-a-day recipe, to tracking your fitness, to games and crossword puzzles. It even has over ten songs presenting information about eating the proper amount of fruit and vegetables. I found this site particularly engaging. When I was reviewing this site my 9-year-old son walked up and commented, "That's a cool web site." Considering his lack of interest in both fruit and vegetables, that is a pretty good recommendation.

In order for any computing technology to influence a person's behavior **it must be seen as credible**. Therefore, one of the largest areas of research concerning captology has been in the area of credibility. Credibility, which can also be thought of as **believability**, (A: *So they're going to make you BELIEVE...*) is important in several different situations. Any time a computer contains data or information for users, that data or information must be seen as credible. Any time a computer is used to teach or instruct users it must be viewed as credible. (A: *He's not saying it should be truthful or that its*

INTENT should be disclosed to the viewer. He's saying that it must be presented as credible.) Also, whenever computers run simulations they must be considered credible. However, user variables affect credibility. The credibility of computer technologies varies with user's experience. A novice user might view computers as more credible than an expert user. (A: *In other words, it takes time to figure out the nonsense.*) A user who needs information more might be more inclined to believe the information than a user who does not need the information. (Tseng and Fogg, 1999) (A: *That's interesting too. See, if you're predisposed to wanting to believe something, you go looking for the topic and no doubt you'll find what you want to believe that's out there. But if you're not really interested in it, and it comes your way, you think more critically and you probably will dismiss it.*)

Much research about captology has been conducted in association with the Stanford Web Credibility Research organization (A: *See, they've covered every single part and they'll get funding for it all. Believe you me, the big boys and the CIA are completely involved in this.*), part of the Stanford Persuasive Technology Lab. A web site's credibility depends largely on how it is designed. Developers should, "Make it easy to verify the accuracy of the information on your site." (A: *Mind you too, if you want to alter the behavior, you also know the techniques of OMITTING other information on the same topic so they'll come to the conclusion that you desire them to come to. That is how it standardly, generally works.*)

Remember what Skinner said, that to alter people's behavior, you must alter something in their environment.

There's callers here on the phone. I'd better grab them before the time is up. It's amazing how this time flies in here. There's Rachel from North Carolina. Are you there Rachel?

Rachel: Hi Alan. Thanks for taking by call. I love calling you. I wanted to call you about something because I just couldn't believe it. I went into the grocery store the other day and I encountered the climate change scam firsthand. I went up to the counter and the lady asked me, as she always does, if I brought by own bag. Of course I said no. She says well, starting October 1st, we're charging you 5 cents a bag. I looked at her and I said, why, to punish us? She says, well, you know because of your carbon footprint. We now have to charge you 5 cents a bag. I just looked at her. The other guy at the counter says, oh yeah, it's only 3 cents a bag, but we saw a profit making opportunity so we tacked 2 cents back on so that we could make a profit too.

Alan: Yes.

Rachel: I love how... It pissed me off so much. I was running and I'm thinking about it and I remember before, every time I came in I wouldn't have any bags so she said well don't worry about it because they're biodegradable. So technically, if you think about it, what carbon footprint? If her bags are biodegradable to begin with, then what am I paying for? You know what I'm saying?

Alan: Yes. It's an utter con. They've done it across Canada too and the US and the world in fact, they're all cheering. Even though I've got studies here from the

guys who deal with the garbage systems saying it's only .001% of all landfill is garbage bags. It's negligible. The fact is, all the businesses are jumping on the greening for massive profit, as you say. Before, the grocery guys had to buy it themselves. Now you are buying it FOR them AND giving them a profit on top. So you're quite right. Bags have been biodegradable for years as they get thinner and thinner. By the time you pull it away from the checkout counter, whatever is in it is already falling out the bottom.

Rachel: Exactly. You can't even hold the groceries anymore.

Alan: Hold on and we'll talk about that when we come back from this break.

Hi folks. I am Alan Watt and we're Cutting Through The Matrix, talking to Rachel from North Carolina about the farce of our carbon footprint to do with paying now for your bags from the grocery store. Actually, you're paying for their profits as well. It doesn't cost them anything now to purchase them. Again, it's also training the public that you're now paying at the beginning... The whole idea is getting you used to the idea of paying a carbon tax on even a plastic bag to START it off. Eventually, we're going to be paying carbon taxes and carbon footprints on everything we purchase. What they're saying is, do you know how much energy went into creating this plastic bag and how much carbon and such went in and global warming and greenhouse gasses... from these big oil companies. They're all oil byproducts. The guys who created the whole environmental movement OWN the oil companies. So it's amazing to see this system taking off, this farce taking off. I think they can make the public believe anything eventually. It's true. Bertrand Russell said that with adequate government action, the people can be made to believe anything. Unfortunately, it's true.

Rachel: What's interesting to me is how nobody notices that these fines and fees trickle down SO easily and quickly down to us when it comes to... The climate change bill went through and all of a sudden, I'm paying for this stupid bag. When it came to the bailouts I didn't see anything. I didn't see any of that money coming down. None of it.

Alan: No.

Rachel: They give this abstract thing in the news, like corporations are going to be charged for the carbon credits. So we should always translate that. Whenever they say a fine or a fee for anything for the corporations, IT'S US because it's going to trickle down to us anyway.

Alan: It's us. Here's the farce... the Economic Union Parliament gave all the big international corporations millions of dollars worth of FREE carbon credits to exchange to get them into it and since then, the papers have reported that all of these international corporations with trading carbon credits have made multi millions of dollars of PROFITS from it. We can't do that at the bottom, but they can at the top. See, there's nothing ever designed for the public. In fact, it's all designed to push you into the dirt. That's what it's designed to do.

Rachel: I had one other thing I was going to talk about too which is totally unrelated. I went to New York City for the 9/11 We Are Change event. Luke Rodowsky, he had us go out to Time's Square to pass out literature. I was there

passing it out and there was this big barricade where most of us were standing. Then I was kind of on the outskirts just walking around because people were coming up from the subway and that kind of thing so I was passing out the literature there. These cops come out and they basically bulldog me and tell me that I have to get behind the barricade. I said it's a free country; I'm just passing out literature; I can do this; I know about the first amendment. He tells me that if I'm at a protest, I have to be behind the barricade. So I told him, I'm not at a protest; I'm here passing out literature. Then he says, you're blocking pedestrian traffic. I said anyone can walk around me just like they can walk around you and anyone else on the street so I'm not moving. [Laughing] I mean, I'll move if someone wants me to but no. So then he just gets this confused look in his face and then just walks away to his superior and starts telling him what I said. What's strange to me is that he walks around like a Rottweiler. They must be trained to do this because they're so obnoxiously predatory.

Alan: Predatory is the word. They are taught that there are them and us and their job is to be predators upon the people. You're quite right. They're training the public now that you are prey and you'd better obey. That's all they're training the public to do now.

Rachel: I did feel some victory there that he eventually walked away when I KNEW that I had rights. But I bet if I wouldn't have known, he would have been just as happy with me behind the barricade.

Alan: He would have. Thanks for calling. That's the end of the show.

So from Hamish and myself from a very soaking wet Ontario, Canada, with all the spraying, it's good night and may your God or your Gods GO with you.

Topics of show covered in following links:

["The United States and Western "bomb, bomb, bomb Iran" crowd - hysteria running at fever pitch" by Pepe Escobar \(atimes.com\) - Oct. 1, 2009.](#)

["Mahmoud Ahmadinejad revealed to have Jewish past" by Damien McElroy and Ahmad Vahdat \(telegraph.co.uk\) - Oct. 3, 2009.](#)

["Machines Designed to Change Humans" The Stanford Persuasive Technology Lab \(captology.stanford.edu\).](#)

["Captology: The Study of Computers As Persuasive Technology" by John W. Shaffer \(edweb.sdsu.edu\).](#)

["Mobile Persuasion: 20 Perspectives of the Future of Behavior Change" \[book\] \(mobilepersuasion.com\).](#)

[Captology.tv](#)

Alan's Materials Available for Purchase and Ordering Information:

- BOOKS** "Cutting Through" & "Waiting for the Miracle....."
Volumes 1, 2, 3 Also available in Spanish or Portuguese translation:
"Esperando el Milagro....." ([Español](#)) & "Esperando
um Milagre....." ([Português](#))
- CDs** Ancient Religions
and History MP3
CDs: & Blurbs and 'Cutting Through the Matrix'
Part 1 (1998) and Shows on MP3 CDs (Up to 50 Hours per Disc)
Part 2 (1998-2000)
- DVDs** "Reality Check Part 1" & "Reality Check Part 2 - Wisdom,
Esoterica and ...TIME"